



The U.S. Department of Commerce's International Education Connection



Texas Edition

North Texas Export Assistance Center
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Lone Star Education Coalition Activities

SAVE THE DATE (AND SET ASIDE A BUDGET) FOR THESE EVENTS:

- **Fall 2005 (November 7 – 9, 2005): Lone Star Education Trade Mission to Mexico**
San Luis Potosi (SLP) and Leon, Mexico. Dates and cities are tentative. The dates were chosen to coincide with Universitarea (November 10, 2005) in Mexico City so that interested schools can combine three fairs in one trip. Universitarea is a separate event. For budgeting purposes, tentative cost for the SLP and Leon Mission will be \$1500.
- **Spring 2006 (March 23 – 25, 2006): Lone Star Education Trade Mission to Mexico**
Saltillo on March 23, 2006 and Monterrey on March 24-25, 2006. The Lone Star Education Trade Mission will return to the city for the third year, this time adding a stop to Saltillo. For budgeting purposes, the tentative cost will be \$1300.

Look for more information to come on these two events in the near future or contact Greg Thompson.

In June 2003, the North Texas Export Assistance Center, an office of the U.S. Department of Commerce's Commercial Service, held a meeting to discuss the creation of a Coalition of Texas Schools. "The Lone Star Education Coalition" was created to enable schools in the State of Texas to work together to market the advantages of receiving an education in Texas. Member schools are able to purchase services as a group making it more affordable for each school to be successful in international recruitment. These services include participation in trade missions, receptions at US Embassies worldwide, holding seminars on visa issues, and other functions that will aid in the recruitment of foreign students. Membership in the Coalition is open to all Texas educational institutions and at no cost.

As of June 2005, the Coalition has completed three successful trade missions to Mexico. The first mission, in Spring 2004, took ten schools to Monterrey and Mexico City. In Fall 2004, the second mission took place in Guadalajara and San Luis Potosi with the group growing to 17 schools. On this trip, schools met with over 1200 potential students. The last mission, in Spring 2005, included 27 Texas schools going to Monterrey where they were greeted by the Governor of the State of Nuevo Leon at the opening ceremonies of the fair. Moreover, at the close of the first day of this fair, the Secretary of Education for the State of Nuevo Leon hosted a reception for the delegates of the participating schools. About 2,300 prospective students visited the Texas pavilion at this fair.

The U.S. Commercial Service and Educational Institutions

The U.S. Commercial Service (CS) is an agency of the U.S. Department of Commerce that assists U.S. entities with international markets. The agency's network includes 107 U.S. Export Assistance Centers throughout the country, and more than 150 offices overseas. The CS provides a variety of services to help schools recruit international students, find partners, or find agents to represent the school in overseas markets.

Some of the ways the CS can help your educational institution include:

- Providing free market research on the education industry in other countries as it relates to the U.S. education. Institutions can also request customized market research for a fee.
- Publishing free newsletters alerting schools to upcoming events and highlighting recent market research.
- Organizing, or supporting, U.S. education fairs and pavilions attended by thousands of students.
- Finding overseas contacts such as partner educational institutions or agent representation.
- Coordinating videoconferences or teleconferences on overseas education markets.

To learn more about how the U.S. Commercial Service can help you, please contact your local trade specialist.

U.S. Dept. of Commerce Promotional Events in 2005 / 2006

September 26 – 29, 2005: MBA Fair 2005 – Sweden, Switzerland, Germany

The MBA Fair of the U.S. Commercial Service will be in its ninth year in 2005 and has proven to be a pivotal platform for international MBA marketing. The U.S. Commercial Service in Switzerland will organize the fair in 2005 in cooperation with the U.S. Commercial Service in Hamburg, Germany and Stockholm, Sweden. The fair will be held in Stockholm, September 26, Zurich, September 28, and Hamburg, September 29. The MBA Fair, organized by the U.S. Commercial Service annually, is designed for U.S. universities with MBA programs to exhibit in cities not regularly covered by the larger MBA/University recruitment fairs. The CS-organized MBA Fair has a track record in producing results for its exhibitors who appreciate the smaller venue and the quality of the visitors, generally young professionals.

September 21 – October 15, 2005: Access Eastern Mediterranean StudyUSA - Morocco, Israel, Jordan, Turkey, Lebanon, Egypt.

The U.S. Commercial Service at the American Embassies in Egypt, Israel, Jordan, Lebanon, Morocco, Turkey and West Bank/Gaza invite you to participate in our 2nd annual "Access Eastern Mediterranean Study USA 2005 Tour/Fair". This is a great opportunity for accredited post-secondary educational service providers to tap the demand represented by roughly 21,000 students from these markets actually studying in the United States in 2004, not to mention many thousands more requests for information received each year in these markets of 180 million people. The convenient schedule allows participants to choose all venues or just those markets of greatest interest to them, including 10 – 11 fully optional stops in Marrakech, Casablanca/Rabat, Ifrane or Tangier, Tel Aviv, Ramallah, Amman, Ankara, Izmir, Beirut, Cairo and Alexandria. As a further alternative, participating universities may also sign up for the Catalog Show Program, either to supplement their travel schedule or as an alternative to participating in person.

October 19, 2005: MBA World Tour (Italy Stop) – Milan, Italy

Commercial Service (CS) Italy will plan an information and recruitment program to coincide with the Milan stop of the MBA World Tour Fair for participating American business schools. The program will include an informational session on visas, the Italian education system and the Italian market for MBAs. The briefing session will be followed by admissions interviews with potential applicants for participating schools. The program will take place in the CS Milan conference room.

November 10 – 13, 2005: Study USA Pavilion at Universitarea – Mexico City, Mexico

For the last three years, Mexico has been the 7th largest source of international students in the United States. Mexican students prefer to study in the U.S. because of its close geographical location, commercial ties, and quality of school programs. The 4th annual Study USA Mexico Pavilion at Universitarea is the number one venue for U.S. schools looking to tap into this burgeoning Mexican student market. With over 40,000 visitors, Universitarea is the leading event in Mexico for higher education.

November 30 – December 2, 2005: Online Education – Hamburg, Germany

This annual event is an important meeting point for international e-learning and training experts from the business sector, universities, as well as government and administrative institutions. Experts get together to keep up with the latest trends and to establish contacts. This show attracts more than 1700 participants from 66 countries.

February 14 – 17, 2006: Learntec 2006 – Karlsruhe, Germany

Learntec, the European Conference and Specialist Trade Fair for Educational and Information Technology, is Germany's most established e-learning event and has gained a reputation as the leading event in Europe. The four-day trade fair and conference with workshops are devoted to hands-on presentations and discussions of the latest insights and findings in the field of e-learning all over Europe. The Learntec 2003 attracted more than 9,000 visitors and for the 2004 event more than 10,000 attendees are expected to visit the more than 300 international visitors. For more information please go to www.learntec.de.

March 4 – 11, 2006: EXPOBELTA TRADE FAIR 2006 – Brazil: Sao Paulo, Curitiba, Rio de Janeiro, Salvador

Last year ExpoBelta - Education Expo attracted participation of language schools, colleges, universities, official tourist boards, sports and cultural centers from the U.S.A., Argentina, Australia, Canada, Germany, New Zealand, Spain and U.K. BELTA - Brazilian Educational & Language Travel Association had more than 20,000 visitors who were interested in educational, cultural and sports programs abroad.

New Market Research

- ❑ **Spain:** Education Materials for English as a Foreign Language (06/28/05)
- ❑ **Mexico:** Private Higher Education (06/16/05)
- ❑ **Malaysia:** Public Universities to Specialize (06/08/05)
- ❑ **South Korea:** E-Learning Market (5/15/05)
- ❑ **Mexico:** English as a Second Language (5/13/05)
- ❑ **Peru:** Education and Training Services (05/02/2005)
- ❑ **Turkey:** Higher Education in Turkey (04/19/2005)
- ❑ **Mexico:** Education Sector Overview (04/19/2005)
- ❑ **India:** Indian Market for Education in the United States (04/04/2005)
- ❑ **Vietnam:** Business Opportunities in the Vocational Training Sector (03/29/2005)
- ❑ **Qatar:** Education and Training Trends and Opportunities (03/23/2005)
- ❑ **Bulgaria:** Restructuring of the Bulgarian Educational Sector (03/10/2005)
- ❑ **Singapore:** External Degree Programs (02/28/2005)
- ❑ **Switzerland:** Swiss Educational and Training Equipment and Supplies Market (01/10/2005)
- ❑ **Spain:** Premier E-Learning Congress (01/04/2005)

New Market Research can be found at www.export.gov



Market Research: Private Higher Education in Mexico

Education is seen as a key element for the further development of the country and has been a priority for the Mexican Federal Government over the last several years. College enrollments have almost doubled since 1993 with over 2.5 million students today. Demand for slots at Mexican public universities far exceeds supply, creating a huge potential market for private universities. U.S. schools have the opportunity to partner with Mexican higher education private institutions to offer exchange programs and /or dual degrees.

Higher education in Mexico is suffering because of the huge explosion in the number of students demanding slots in college programs. As an example, in 2004 more than 130,000 students competed for 33,000 first-year spots in the Universidad Nacional Autónoma de México, Mexico's most prestigious public university. Although the government has opened 57 new public institutions of higher education over the past four years, most of them technical colleges, and created 1,000 new teaching jobs at existing universities, it has been difficult to cover the high demand for slots.

Over the past ten years, there has been more than 60 percent increase in the number of private universities and trade schools in Mexico, from 15,891 institutions in 1993 to over 26,000 today. The growing number of private universities responds to the demand for higher education among middle-class Mexicans. They range from tiny operations that are run out of private homes to big institutions that serve thousands of students.

While large private universities concentrate in new fields of study like tourism, biotechnology, ecology and nutrition, most of these small new institutions concentrate their courses of study in high-demand careers such as accounting, business administration, law and computer science. A major trend in the private higher education in Mexico is continuing education for adults. Private universities are offering programs for people between 30-40 years old that haven't finished their undergraduate programs or are looking for a change of career. These three-year programs are generally offered in the evenings so students can combine their work and study schedules.

Among the top private universities in Mexico, competition is strong. Generally, private universities in Mexico offer world-class educational experiences. Many programs are presented in English and most schools have formal agreements with international universities to offer exchange programs and opportunities to study abroad. Tuition varies from US\$6,000 to US\$9,000 per semester.

Mexican private colleges are focusing on alliances and agreements with foreign schools to provide joint programs, dual certification and exchange programs for students and professors. U.S. Junior colleges, community colleges & universities are encouraged to approach Mexican private colleges/universities to develop alliances in order to enhance global education opportunities for Mexican students.

The above article is excerpted from a U.S. Department of Commerce market research report. The full report can be found at www.export.gov. Date of article: June 16, 2005.

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